

**Ideation Phase**  
**Define the Problem Statements**

Date	10 feb 2026
Team ID	LTVIP2026TMIDS34624
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

**Customer Problem Statement Template:**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	a retail company manager	identify how different product placement strategies affect customer behavior and sales conversions.	I lack a visual and interactive system	the raw sales data is complex, and existing tools like Excel don't let me filter trends	unsure about which placement decisions are actually improving sales
PS-2	a marketing strategist	evaluate how different product placements influence customer awareness and sales uplift.	I don't have a centralized way to connect placement performance data with customer reactions or conversions.	there's a lack of visual, real-time tools that let me demonstrate ROI on placement strategies	under-equipped to justify marketing spend, optimize placements